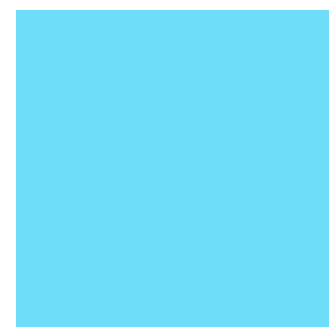




Promote & Market Your Out-of-School Time Program Online:

Tools, Tactics & Strategies for Digital Marketing Success

A Quick Background

☎ 858-345-2569 @ grow@organikseo.com 🐦 f 🌐 📧 📷



Established in 2009

Located in Solana Beach

14 Team Members

Certified B Corp

Services include: SEO & SEM, Web Development, User Experience & Conversion Rate Optimization, Social Media Management, Social Media Advertising and Content Development



Build
Your
Brand

Why
It's
Important

Communicate &
Grow



Attract & Connect



Develop & Define



SEO (Search Engine Optimization)

“The process of improving the visibility of your website in a search engine’s organic, or unpaid results section.”

SEM (Search Engine Marketing)

“The process of improving the visibility of your website in a search engine’s paid results section.”



Ways to be Found on Google

+ Via Ads

+ Google Adwords (AKA PPC)

+ Through Map-Based Results

+ Local SEO

+ Through Reviews/Directories

+ Via Organic Website Results

11 After-School Programs in Los Angeles - MomsLA

momsla.com/11-school-programs-los-angeles/

Jul 26, 2016 - County of Los Angeles. The Department of Parks and Recreation offers after-school programs at parks throughout southern California.

After-School Programs - Los Angeles County

<https://www.lacounty.gov/things-to-do/for-kids/after-school-programs>

Programs for kids after-school. ... After-School Programs. Programs for kids after-school. After-School Programs · CONTACT · SOCIAL; TRANSLATE. Open Data ...

Before and After School Programs - County of Los Angeles - Chief ...

cao.lacounty.gov/ccp/school_programs.htm

Overview of School Age Programs. Families frequently face challenges seeking services for their children before and after school and when schools are not in ...

Free and Cheap After-school Classes and Programs for LA Kids ...

<https://mommypoppins.com/.../free-and-cheap-after-school-classes-and-programs-for-...>

Aug 15, 2015 - This arts program in Venice offers a free weekly theater program for young people during the after school hours. LA County Junior Golf.

YMCA After School Care - Before and After School Programs

Ad www.ymcala.org/after-school

Enroll Online & Try your YMCA!

Healthy Living · Social Responsibility · Youth Development

Find Your Local Y

Academic Enrichment

Child Activity Centers

Arts & Humanities

YouthLink STEM Academy K-12 - Free Afterschool Programs

Ad www.youthlinksc.org/

21st Century Skills · Hands-On STEM Activities · Robotics · Coding · Leadership



Rating ▾ Hours ▾

After-School All-Stars, Los Angeles

3.0 ★★★★★ (2) · Non-Profit Organization

6501 Fountain Ave · (323) 957-4426

Open until 6:00 PM



WEBSITE



DIRECTIONS

County Kids Place KinderCare

5.0 ★★★★★ (3) · Day Care Center

2916 S Hope St · (213) 744-6241

Open until 6:00 PM



WEBSITE



DIRECTIONS

A World Fit For Kids

5.0 ★★★★★ (1) · After School Program

678 S La Fayette Park Pl · (213) 387-7712

Open until 6:00 PM



WEBSITE



DIRECTIONS

More places

Best After school programs in Los Angeles, CA - Yelp

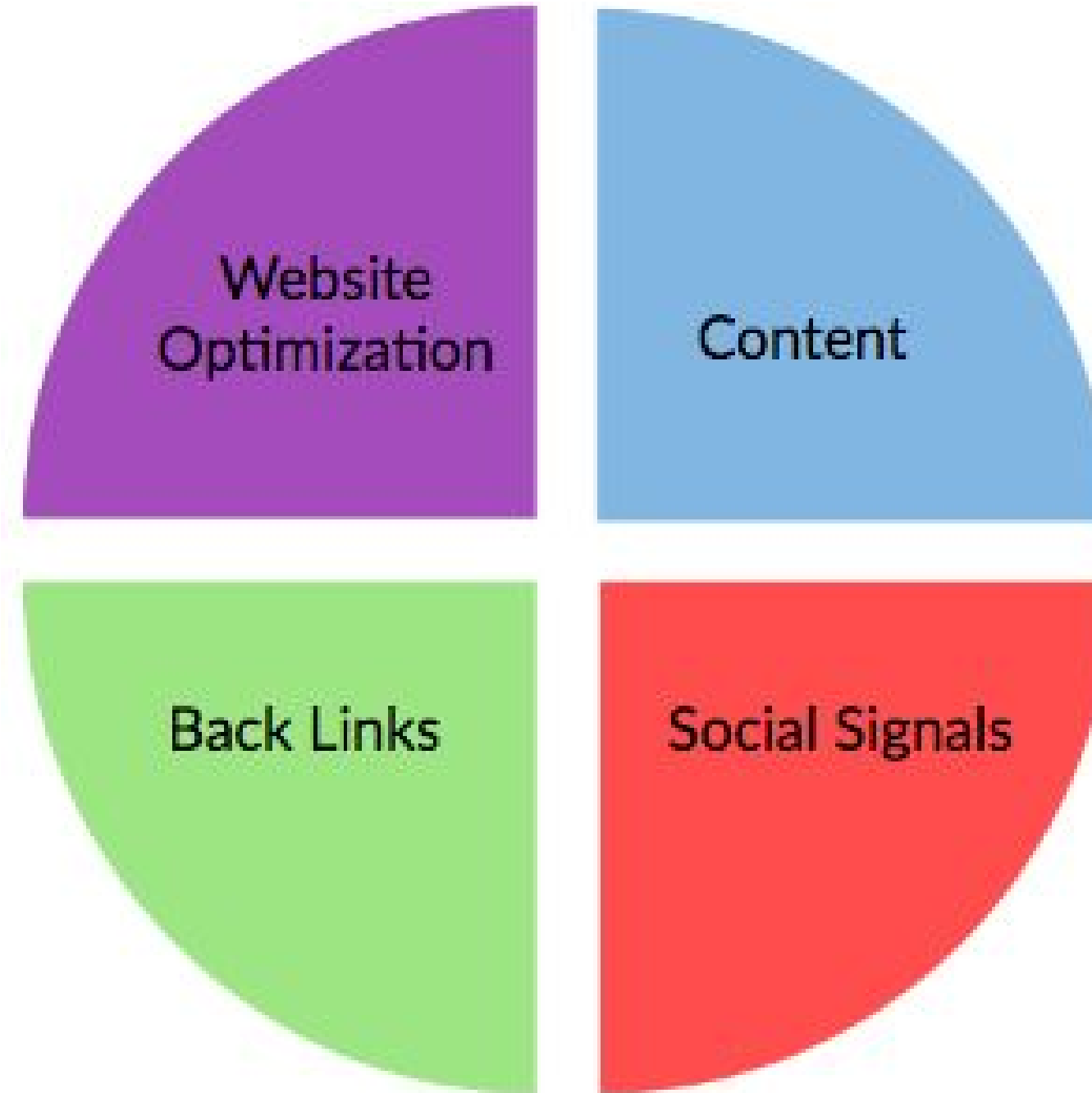
https://www.yelp.com/search?find_desc=After+School+Programs&find_loc...

Reviews on After school programs in Los Angeles, CA - ASTEME Math And STEM Center, Learnet Academy, Center for the Arts, Eagle Rock, Short Avenue ...





Google's Algorithm

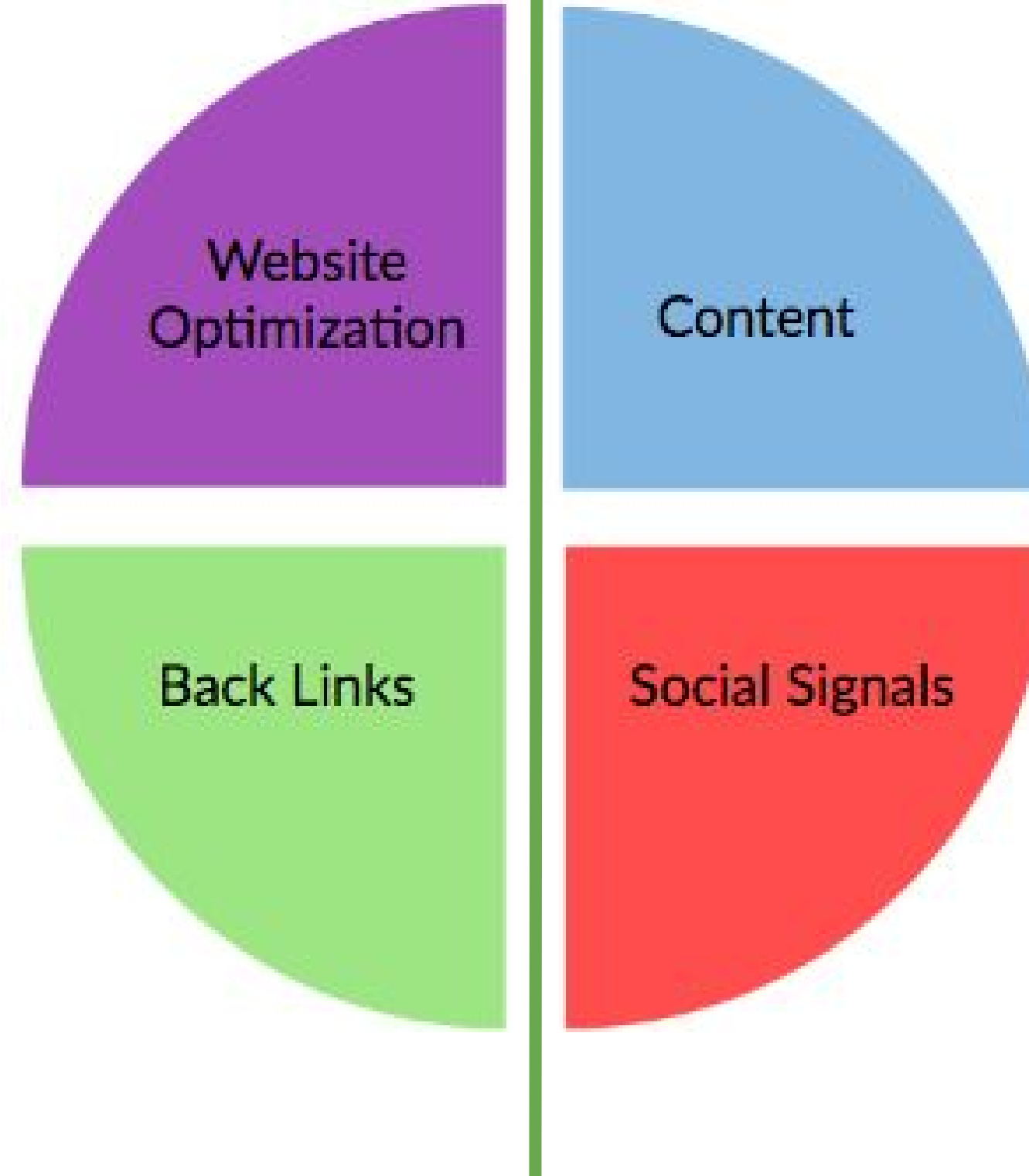


Four Primary Components



Technical vs. Editorial

Technical

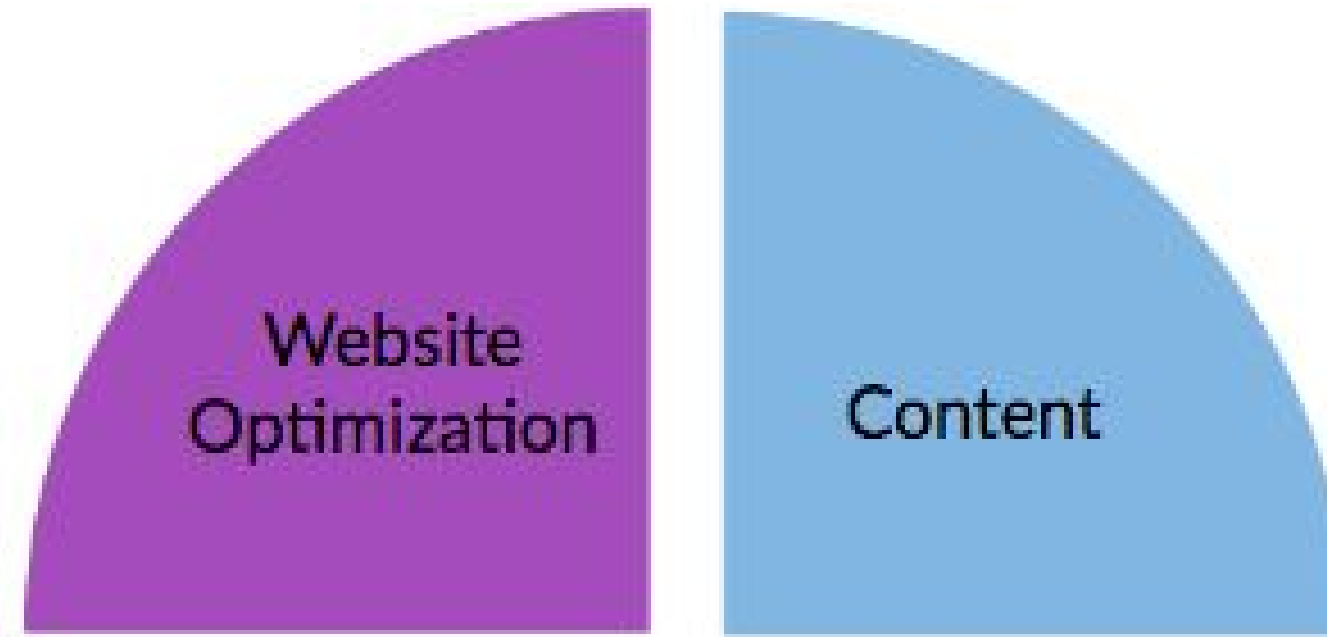


Editorial



On-Page vs. Off-Page

On-Page Optimization



Back Links

Social Signals

Off-Page Optimization



Today's Topics

**Planning and
Developing**

Setting up a campaign, researching, writing purposeful content, conducting on-page SEO etc.

**Measuring
and
Improving**

Testing and optimizing UX, CRO and content performance

**Amplification
and Exposure**

Developing creative strategies to get people to share your content

Tools

Measuring the success of your content and SEO strategy

Planning & Development

**Setting up a campaign, researching, writing purposeful content,
conducting on-page SEO etc.**

Prepping for a Campaign

DEFINE CURRENT DEMOGRAPHICS

Female

Age Range	
Percentage	

Male

Age Range	
Percentage	

(Desired) Income Bracket

Direct Competitors

Desired Demographic (if applicable)

PERSONA DEVELOPMENT

Woman

Name	
Age	
Occupation	
Marital Status	
Income Bracket	
Where do they live?	
What kind of car(s) do they drive?	
Hobbies	
Personal Style	
Travel? Where?	
Media Interests (T.V. shows, movies, events, books, magazines)	
Social Media channels this person might be on?	

Example Persona/Avatar

Marcy Marketer

Age 43

Occupation Marketing Director

Employer Natural Pet Store

Status Married

Education Post-Graduate

Location Encinitas, CA

Personality Driver

Traits Direct, Decisive, Leader



"I'm looking for an agency to help guide my team, support our digital marketing efforts, and keep us updated on the latest trends"

MOTIVATIONS

- Overwhelmed at work
- Seeking professional digital marketing support
- Explore new marketing options
- Strategy to steer in-house marketing team

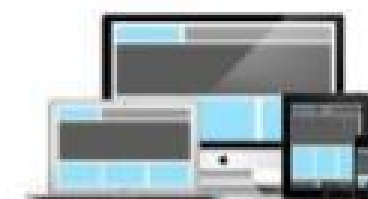
NEEDS

- Marketing reports with KPIs for CEO/CFO
- Correlation between marketing efforts and profitability
- Professional support with SEO, SEM and Social Ad Campaigns
- Strategy to guide in-house team's efforts

FRUSTRATIONS

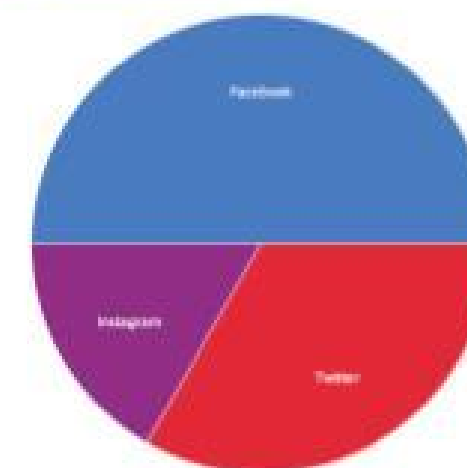
- Unsure of how to measure effectiveness of marketing efforts
- Have yet to identify most important KPIs
- Internal team is overworked and spread too thin
- Doesn't have time to keep up with latest trends in digital marketing
- Doesn't have the technical skillset to make website improvements

TECH



- > Company uses Apple Products
- > Large push for mobile responsiveness

SOCIAL CHANNEL USE



TECH SAVVY



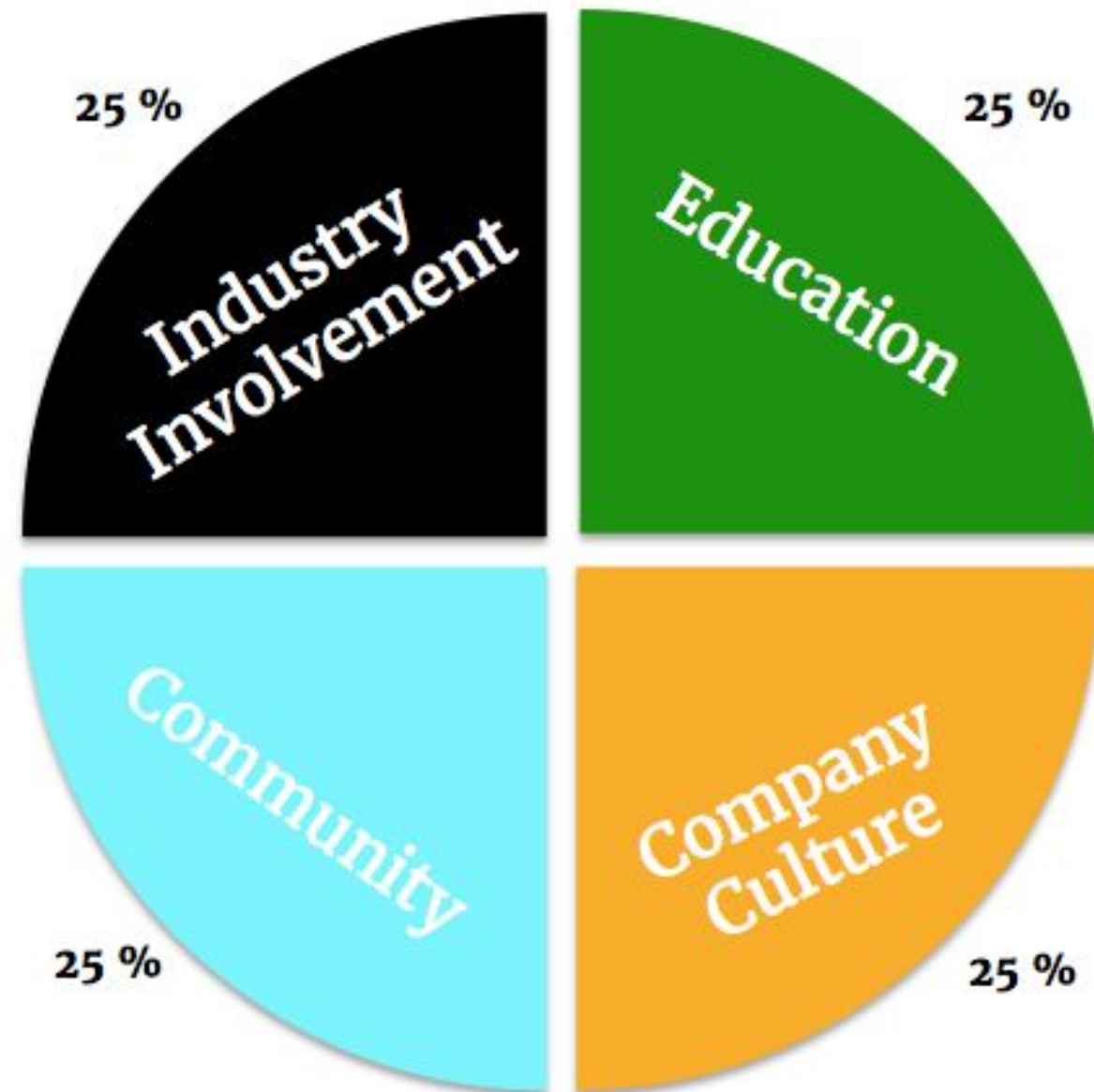
Persona Examples & Questions

Sample Questions:

- What matters most to them?
- What are their pain points?
- What factors drive their buying decisions?
- What does a day in their life look like?
- Level of education?
- Values?
- Source for news?
- Favorite social platforms?

Your Turn!

Marketing Pillars



Education = Sales

Company Culture = Recruiting and retention

Industry Involvement = Agency partnerships and PR

Community = CSR and giving back

Example of Marketing Pillars

Pillar 1: Education

This pillar focuses on educating Organik SEO's potential customers, current clients and digital marketing peers. Content includes:

- News and industry happenings
- Digital marketing updates that may affect our readers/clients
- Strategies and tools for digital marketing success

Pillar 2: Community

This pillar focuses on sharing information about community events and organizations with which Organik SEO is affiliated. Examples include:

- Local charitable and environmental initiatives
- Information about Organik as a B Corp

Pillar 3: Company Culture

This pillar focuses on showcasing Organik SEO as an awesome place to work (for both recruiting and retention efforts). Content related to this pillar includes:

- Information about new positions open
- Images of company outings and employee appreciation initiatives
- Images from strategy days
- Images of office pets and our health/wellness initiatives

Pillar 4: Industry Involvement

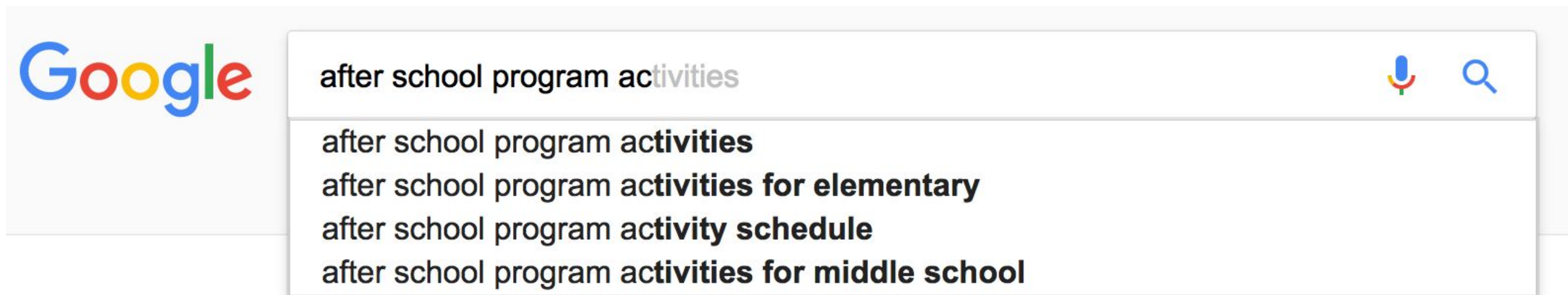
This pillar highlights our involvement in the digital marketing industry. Content for pillar 4 includes:

- Events we are attending/speaking at
- Building relationships with agency partners
- Twitter Chats

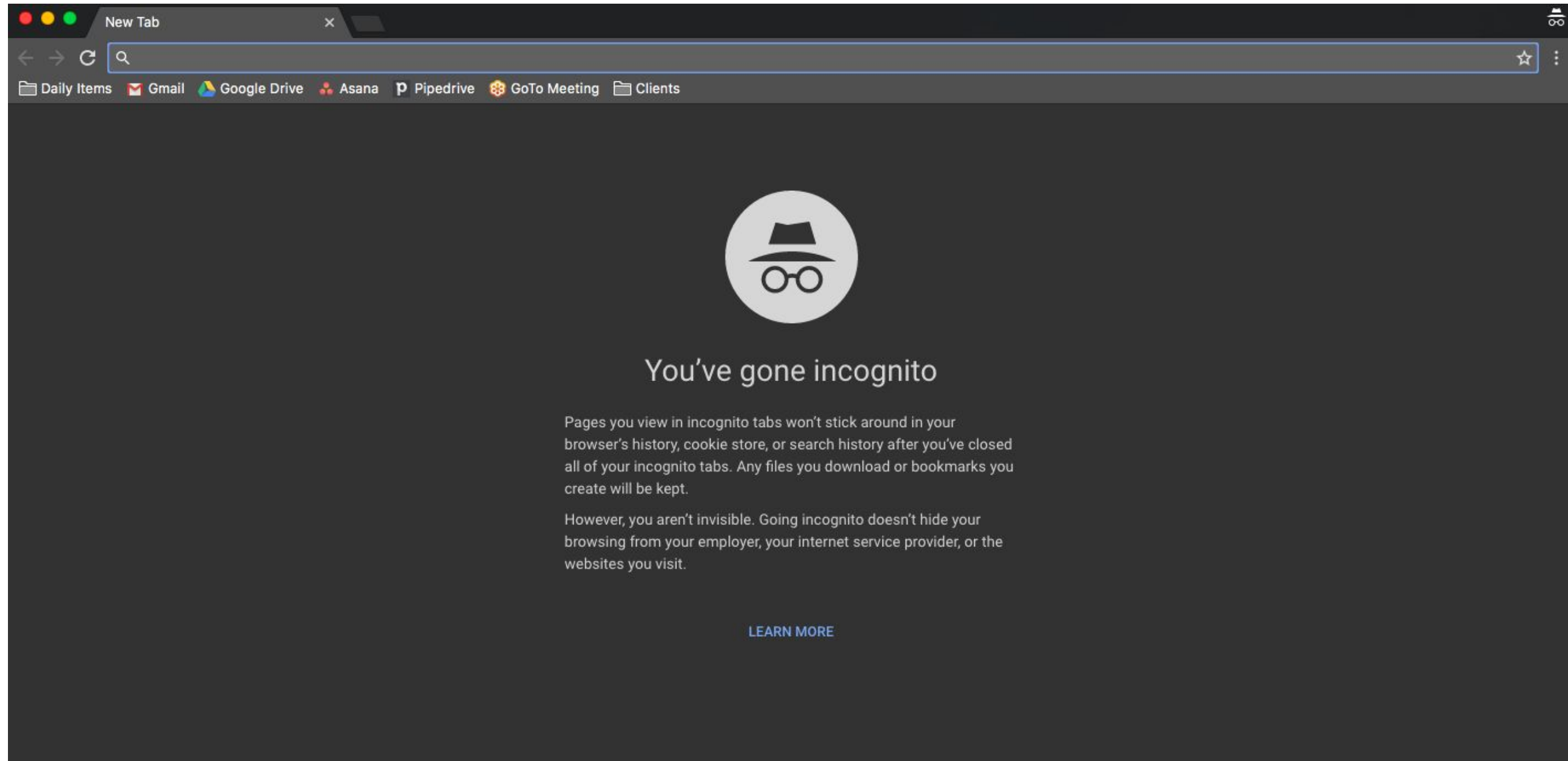


Your Turn!

“One of the best keyword research tools is the spacebar”



Incognito Window



Google Advanced Search Queries

Inurl:query — To conduct a URL Specific Search

How it works: This only returns web pages that have your query in the actual URL structure.

Intitle:query — To search pages where the title tag includes the query

How it works: The intitle:query modifier will refine search to only pages that have your query within their title.

Site:example.com — The Site Specific Search

How it works: This will limit search results to a specific domain.

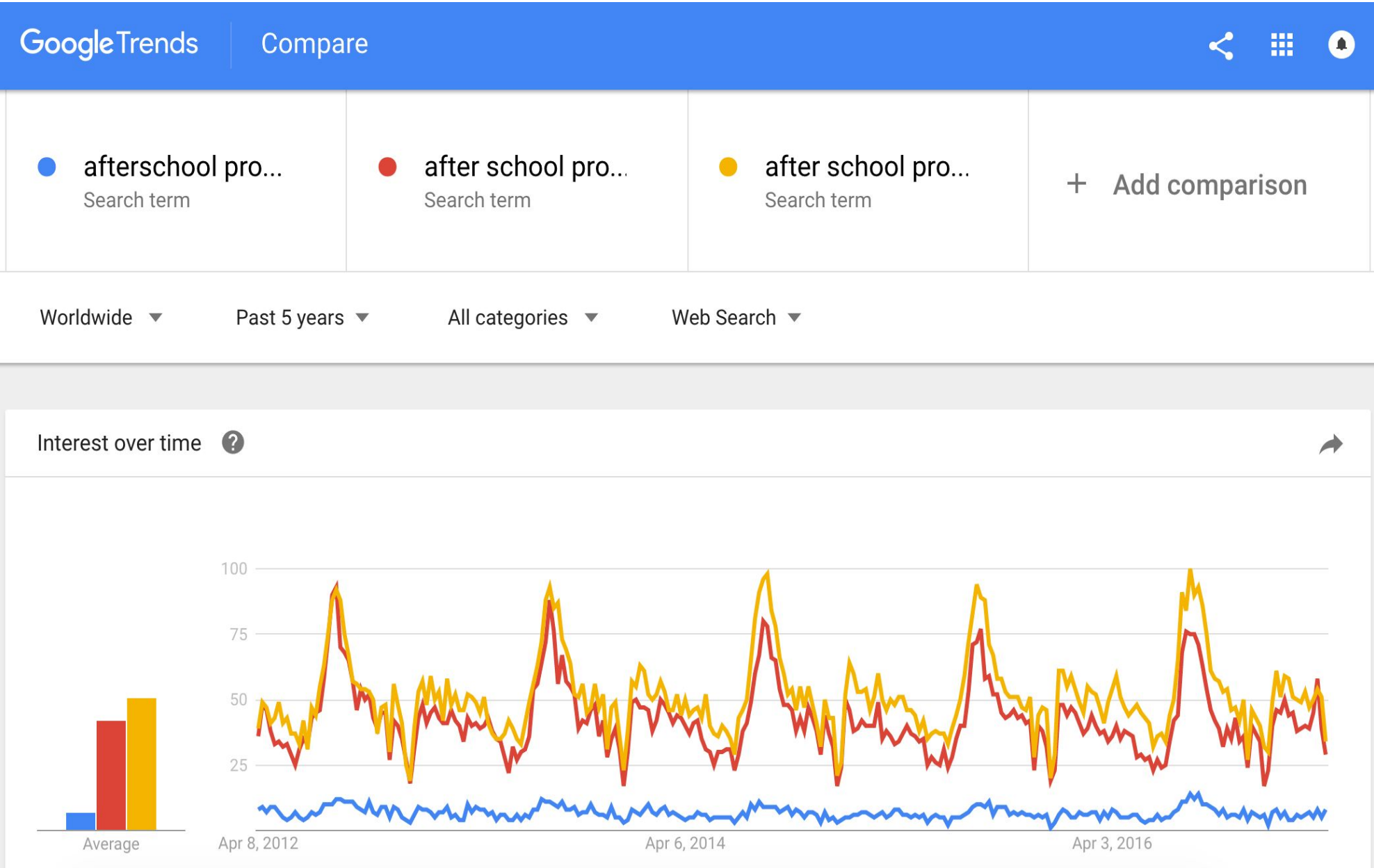
Filetype:query — To search for specific file types

How it works: Searches only for pages hosting the type of file you are specifically looking for.

Related:query — This query shows related results

How it works: Returns results that are related to your query. Note: the query can be a website or even a specific article.

Google Trends



Related queries ? Rising ▼ ↗

- 1 benefits of afterschool programs +300%
- 2 fun activities for afterschool programs +200%
- 3 activities for afterschool programs +150%
- 4 funding for afterschool programs +100%

Related queries ? Rising ▼ ↗

- 1 free after school programs near me Breakout
- 2 daycares near me Breakout
- 3 after school programs near me +3,550%
- 4 after school app +1,350%
- 5 gap year programs +350%

Additional Keyword Tools

SEMRUSH / SOOVLE / KeyWordTool.io

Keyword	Volume	CPC	SERP Source
cold pressed juice	6,600	1.12	
cold press juice	1,000	1.49	
what is cold pressed juice	1,000	2.89	
blueprint cold pressed juice	390	2.25	
cold pressed juices 	390	1.21	

Keyword	Volume	CPC	SERP Source
pressed juicery	27,100	1.06	
juice press	18,100	1.11	
cold press juicer	8,100	0.87	
starbucks smoothies	5,400	2.11	
blueprint juice	4,400	1.18	

Keyword	Volume	CPC	Com.	Results	Trend	SERP Source
cold pressed juice	6,600	1.12	0.46	1,320,000		
cold press juice	1,000	1.49	0.54	9,910,000		
what is cold pressed juice	1,000	2.89	0.07	1,450,000		
blueprint cold pressed juice	390	2.25	0.24	31,000		
cold pressed juices	390	1.21	0.49	690,000		
cold pressed juice benefits	320	3.23	0.09	452,000		
cold pressed juice cleanse	210	1.22	0.95	180,000		
how to cold press juice	210	0.15	0.06	10,200,000		
cold pressed juice machine	210	1.70	0.95	353,000		

soovle
TOP
📖
👤

juice
juicer
juice crew
juice newton
juice fasting
juice plus
juice107.3
juice fm
juice it up!
juice 107.2

juice cleanse
juice plus
juice generation
juice press
juicer
juice recipes
juice it up
juice
juice beauty
juiceland

juicer
juice cleanse
juice plus
vape juice
juicers best sellers
e juice
juice box
juice beauty
juice extractor
juicer machine

Soovle

Try the icons or hit the right-arrow key to change engines...

[G](#)
[a](#)
[y](#)
[b](#)
[r](#)
[d](#)
[f](#)
[w](#)

Soovled Link

juice 107.2
juice a brick - neologisms
juice aleem - rap artist
juice and tremolo: the works of chamber music - 19
juice fm
black vulcan
blading - professional wrestling
jupiter icy moon explorer
o. j. simpson - football player/media personality/
what rhymes with 'juice'? - rhymes

[Juice \(film\) - Wikipedia, the free encyclopedia](#)
Juice is a 1992 American crime drama thriller directed by Ernest R. Dickerson, written by Ernest R. Dickerson and Gerard Brown. It stars rapper Tupac Shakur ...
[en.wikipedia.org](#)

juice plus
juice newton
juice cleanse
jamba juice
naked juice hot women
aloe vera juice
jamba juice locations
naked juice
cranberry juice
pomegranate juice

juice chance the rapper
juice
juice full movie 1992
juice newton
juice newton angel of the morning
juice lil donald
juice newton queen of hearts
juice box song
juice challenge
juicetra

juice it up
juice plus
juice cleanse
juice beauty
juicer
juice it up menu
juice plus scam
juice served here
juice newton
juice plus virtual office
juice crafters
juiceplusvirtualoffice.com

Google
YouTube
Bing
App Store

Keyword Tool Pro
API Access

Login

▼

▼

Q

Keyword Suggestions
Questions

Search for "juice" found 704 unique keywords

Copy all

Want to get up to 2x more keywords instead? [Subscribe to Keyword Tool Pro now!](#)

☐	Search Terms ?	Keywords ?	Search Volume ?	CPC ?	Competition ?
☐	juice	juice it up	10,000	\$1.00	\$1.00
☐	juice	juice cleanse	10,000	\$1.00	\$1.00
☐	juice	juice crafters			
☐	juice	juice it up menu			
☐	juice	juice plus			
☐	juice	juice recipes			
☐	juice	juice saves	10,000	\$1.00	\$1.00
☐	juice	juice kaboose	10,000	\$1.00	\$1.00
☐	juice	juice cleanse san diego	10,000	\$1.00	\$1.00

Do You Need This Information?
Keyword Tool Pro Provides Search Volume
Data For English Keywords.
Try It Now!



CLASSIC FRESH START™

The Suja Classic Fresh Start is a great way to reset your body and reposition yourself for a healthy lifestyle. This program is offered in two varieties – Original & Core. Both can be used for a 1, 3 or 5-day program, each consisting of select Classic juices.

[find out more](#)



ESSENTIALS 1-DAY RENEWAL™

Our 1-Day Renewal will help refocus your diet on whole, healthy ingredients by pairing 3 Organic, Non-GMO & Cold-Pressured juices with 3 small whole food meals, leaving you feeling refreshed and renewed.

[find out more](#)



TARGET 1-DAY RENEWAL™

The Target 1-Day Renewal, available exclusively at Target, will help you jump start healthy eating habits by pairing Organic, Non-GMO & Cold-Pressured juices with whole food, leaving you feeling renewed and revitalized.

[find out more](#)



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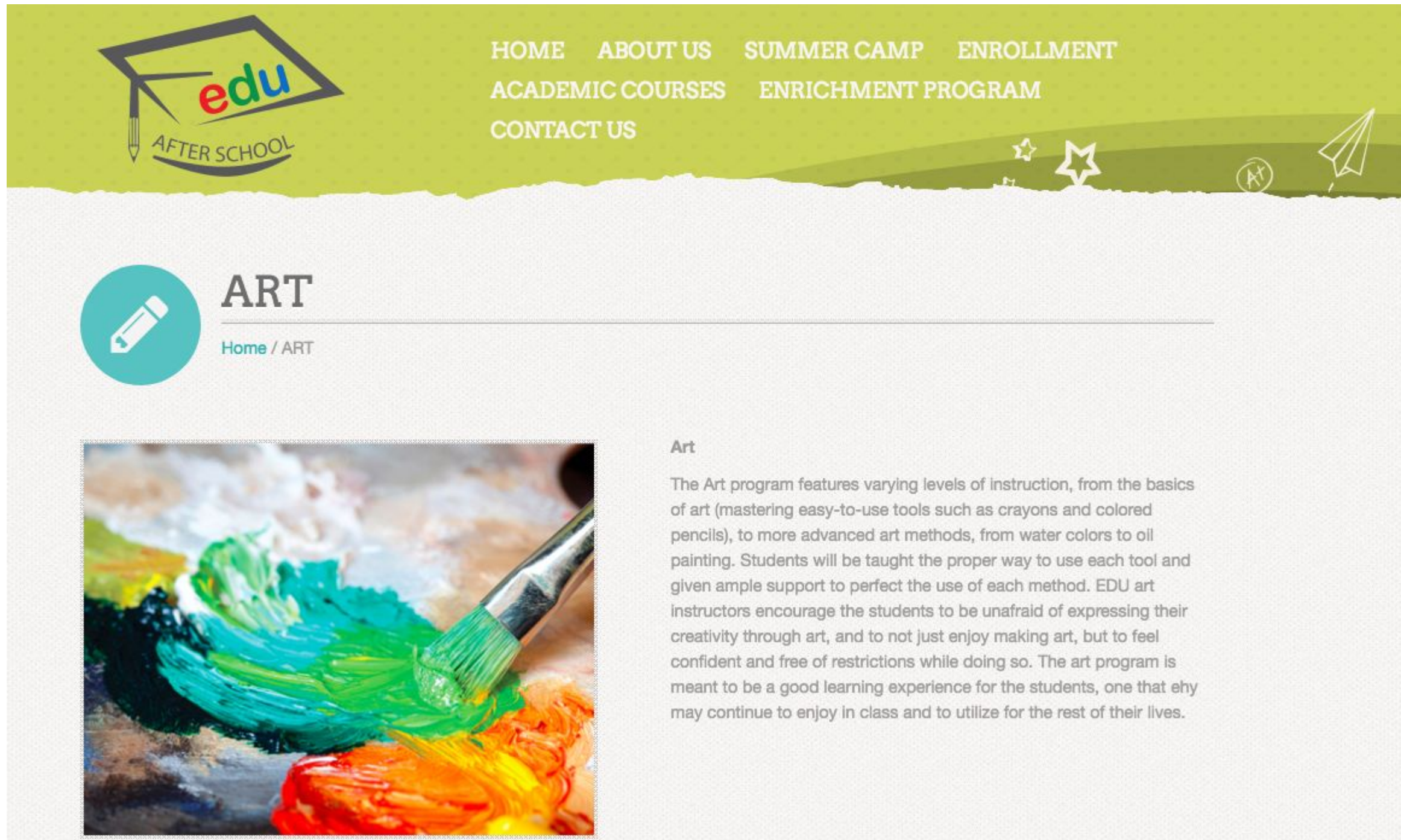
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[find out more](#)



On Page Optimization



An Unoptimized Page

Check Your Site

Are the appropriate tags and meta descriptions in place?



Title Tag
Generic title tag



Meta Description
Non-existent



Auxiliary Tags
No keyword data

SiteMetrics Score: 30/100

Title	65	25
ART EDU LEARNING CENTER		

Description	165	0
not set		

Pagespeed Insights for EduLearningCenter.com

PageSpeed Tools > Insights

GUIDES REFERENCE SAMPLES SUPPORT

PageSpeed Insights

[ANALYZE](#)

☒ Mobile ☒ Desktop

39 / 100 Suggestions Summary

! Should Fix:

- Enable compression
[Show how to fix](#)
- Optimize images
[Show how to fix](#)
- Leverage browser caching
[Show how to fix](#)
- Eliminate render-blocking JavaScript and CSS in above-the-fold content
[Show how to fix](#)



Stats

Load Time: 7.9 seconds

Page Size: 2.13 megabytes

Comparison: Slower than 62% of all websites

Put Thought Into Your Content Calendar

Weekly Content Calendar

	April 2017 Social Media Editorial Calendar by 					Budget	Color Code
						Monthly Budget: \$250	Proposed Content: Grey
						Any Additional Budget: \$100 (Easter Promo)	Scheduled to Post: Yellow
							Posted: Red
Week #1	Sunday 4/2/2017	Monday 4/3/2017	Tuesday 4/4/2017	Wednesday 4/5/2017	Thursday 4/6/2017	Friday 4/7/2017	Saturday 4/8/2017
Facebook Content		Whether you need a new spring dress, fun statement necklace or chic purse, Lux Ave at The Centre has you covered. Stop by today and let them help you find the perfect piece!	The perfect wedding is waiting at The Centre! Our chic, urban venue offers a sophisticated atmosphere with flexible space options. Contact us today to learn more about venue options:	Keep your nails fresh all spring by joining JMD Le Salon's Nails Club! This monthly membership allows you to come as often as you like. Just pay a small service fee plus tip each visit.	Throw an unforgettable engagement party that you and your guests will love!	Relax today on Vintana's Lanai for wine specials and live music from 6-9pm. Entertainment will include jazz, blues, acoustics and R&B acts featuring local and regional singer/songwriters.	
		http://thecentreescondido.com/retailers/lux-ave/	http://thecentreescondido.com/weddings/	http://thecentreescondido.com/retailers/jmd-le-salon/	http://thecentreescondido.com/6-creative-ideas-for-an-engagement-party	https://www.cohnrestaurants.com/vintana/post/live-on-the-lanai-at-vintana	
		Boost post for \$10	Boost post for \$10 (conversions)	Boost post for \$5	Boost post for \$20 (clicks)	Boost post for \$10	
Twitter Content	Tweet blogs, events, shops, etc.						
Pinterest	Pin blogs, events, shops and other site content + relevant repins and growth						
LinkedIn		Make your next corporate meeting a productive one that leaves a lasting impression with the team. Here are some tips to help you step up your game!		Check out this infographic, which (we think) showcases some excellent examples of the corporate culture mindset.		No matter what industry you're in, leaders have a huge impact on the performance of their teams. Here are some tips to help your team and your business reach its full potential.	
		http://thecentreescondido.com/stepping-up-your-corporate-meeting-game/		http://thecentreescondido.com/infographic-successful-corporate-culture-mindset/		http://thecentreescondido.com/how-to-inspire-your-team/	
Week #2	Sunday 4/9/2017	Monday 4/10/2017	Tuesday 4/11/2017	Wednesday 4/12/2017	Thursday 4/13/2017	Friday 4/14/2017	Saturday 4/15/2017
Facebook Content		Looking for a venue to host your next meeting? The Centre offers two great options, both of which come with complimentary wireless, special catering options, modern decor and more! Contact us today to learn more and book:	Did you know The Centre is home to CARE Realty Group? This non-profit real estate brokerage works closely with buyers, sellers and investors to ensure a real estate experience that's seamless, fun and exciting. Learn more here:	Share New Blog Post	There's still room to sign up for this month's Paint & Sip event! Grab your friends and join us on Tuesday, April 18th to paint your own masterpiece while enjoying discounted bottles of select wines.	We hope to see you tomorrow Easter at The Centre! Remember to RSVP for a chance to win a family 4-pack of tickets to the Padres Game May 18th against the Brewers!	Easter at The Centre
		http://thecentreescondido.com/meetings/	http://thecentreescondido.com/retailers/care-realty-group/	TBD	TBD	https://www.eventbrite.com/e/easter-at-the-centre-tickets-32508587059?aff=ampmlt?ref=erelexpamp	
		Boost post for \$10	Boost post for \$10	Boost post for \$20	Boost post for \$10	Boost post for \$5	

Content is timely
Appealing to search engines and humans.

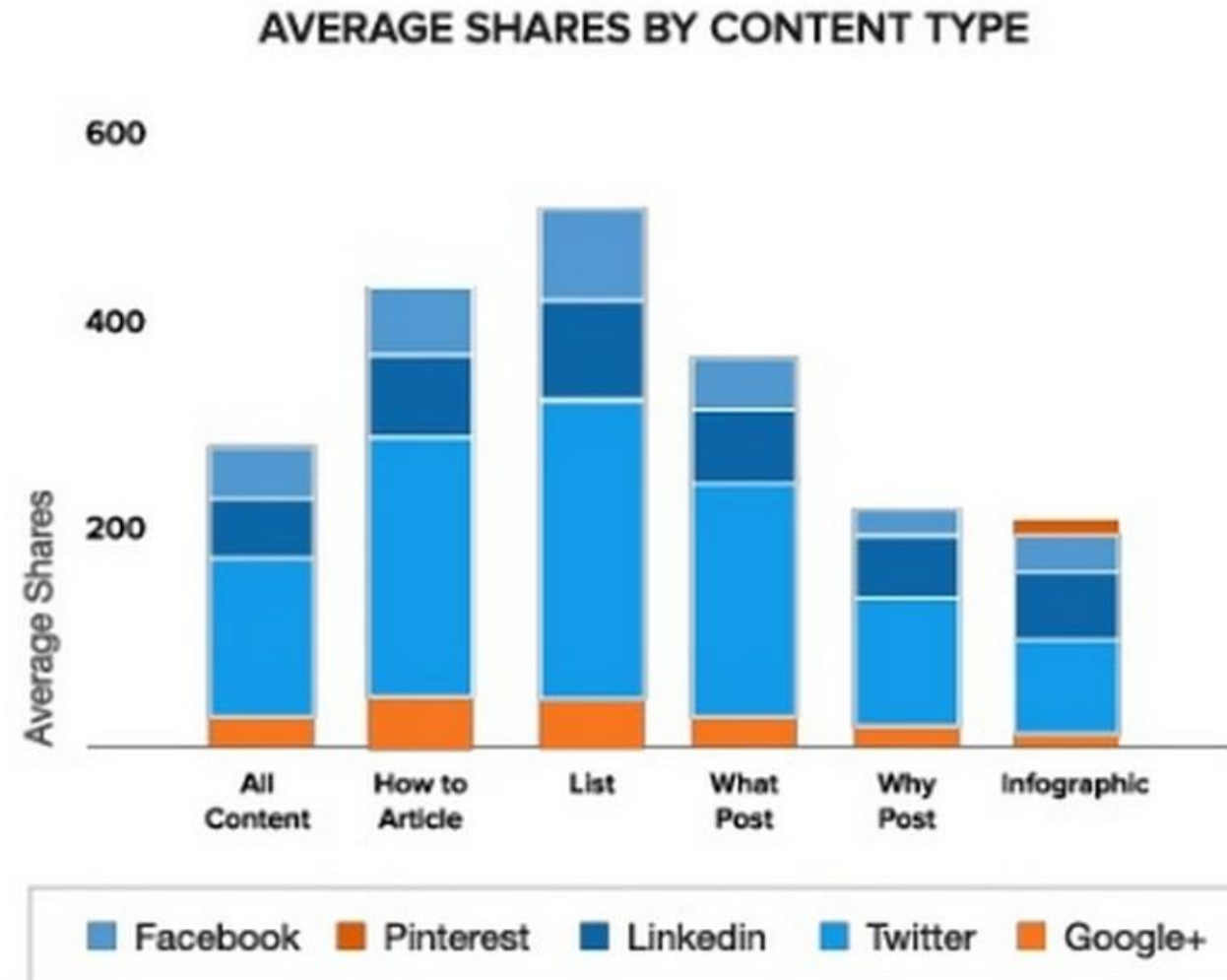
Keywords
Keywords are included in the title.

Marketing goals
Goals are balanced and clear.

Useful
Content is purposeful.



The Best Type of Content



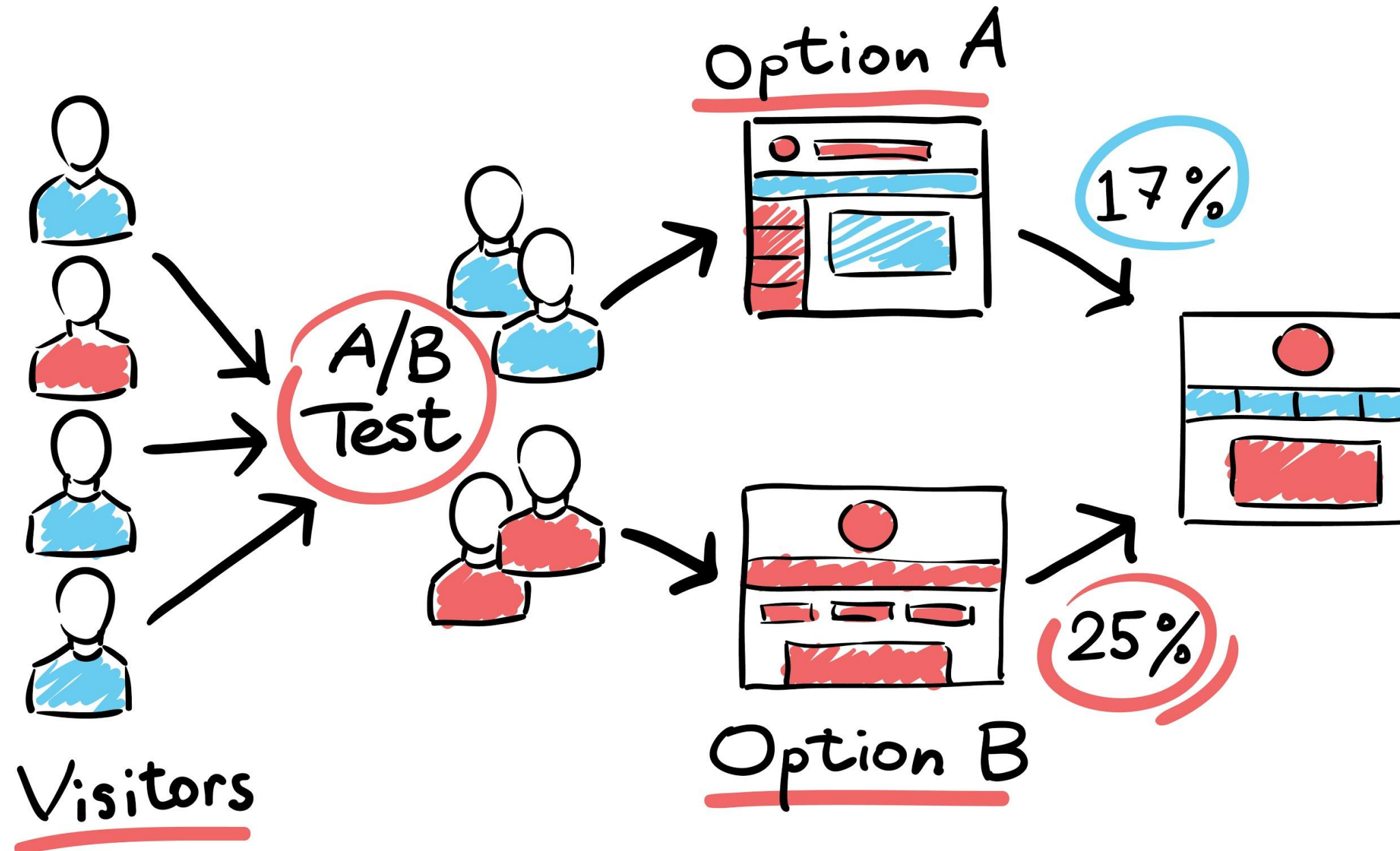
1. Lists
2. How to's
3. What Posts
4. Why Posts
5. Misc
6. Infographics

<http://blog.hubspot.com/marketing/top-10-business-blog>

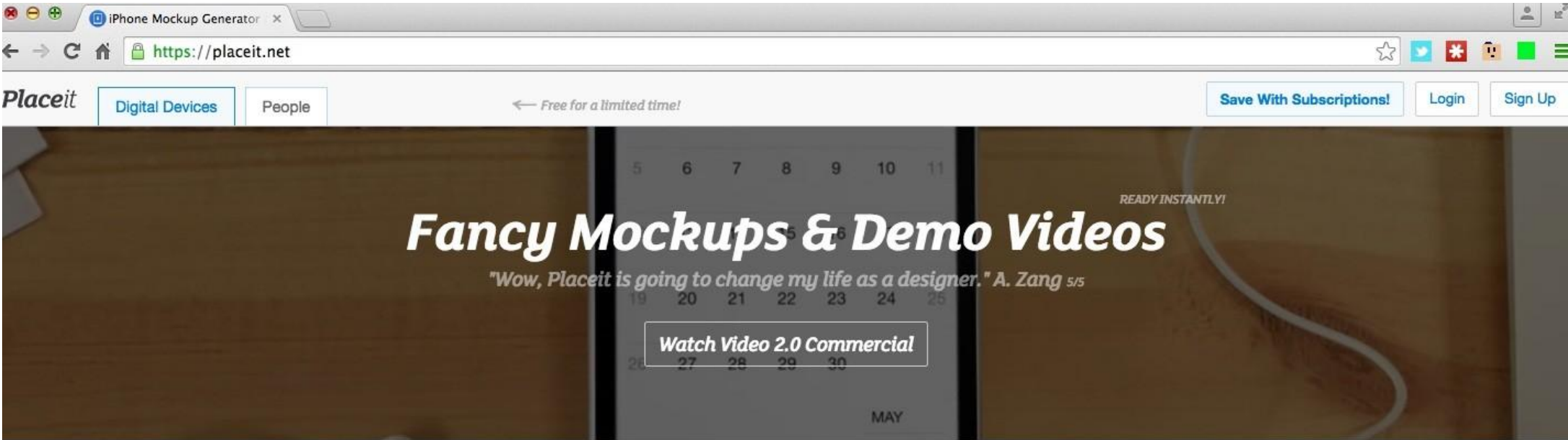
Measuring & Improving

Testing and optimizing UX, CRO and content performance

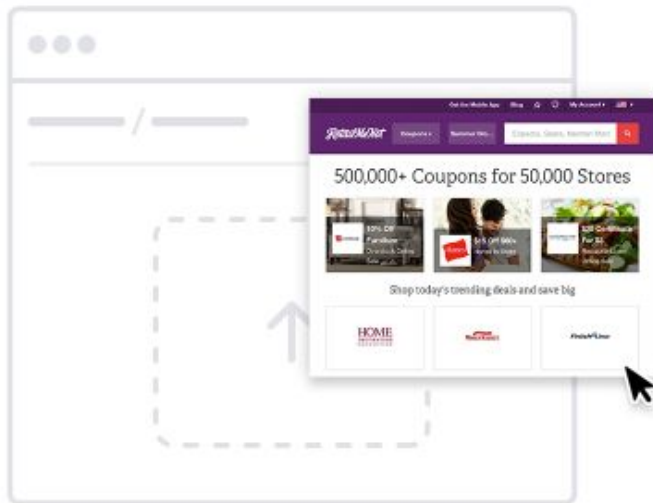
Conversion Rate Optimization



Measuring & Improving



Measuring & Improving



Upload a design to test

Five second tests can be used to test home page designs, landing pages, logos, brochures and marketing material. Wherever first impressions count, use a five second test.

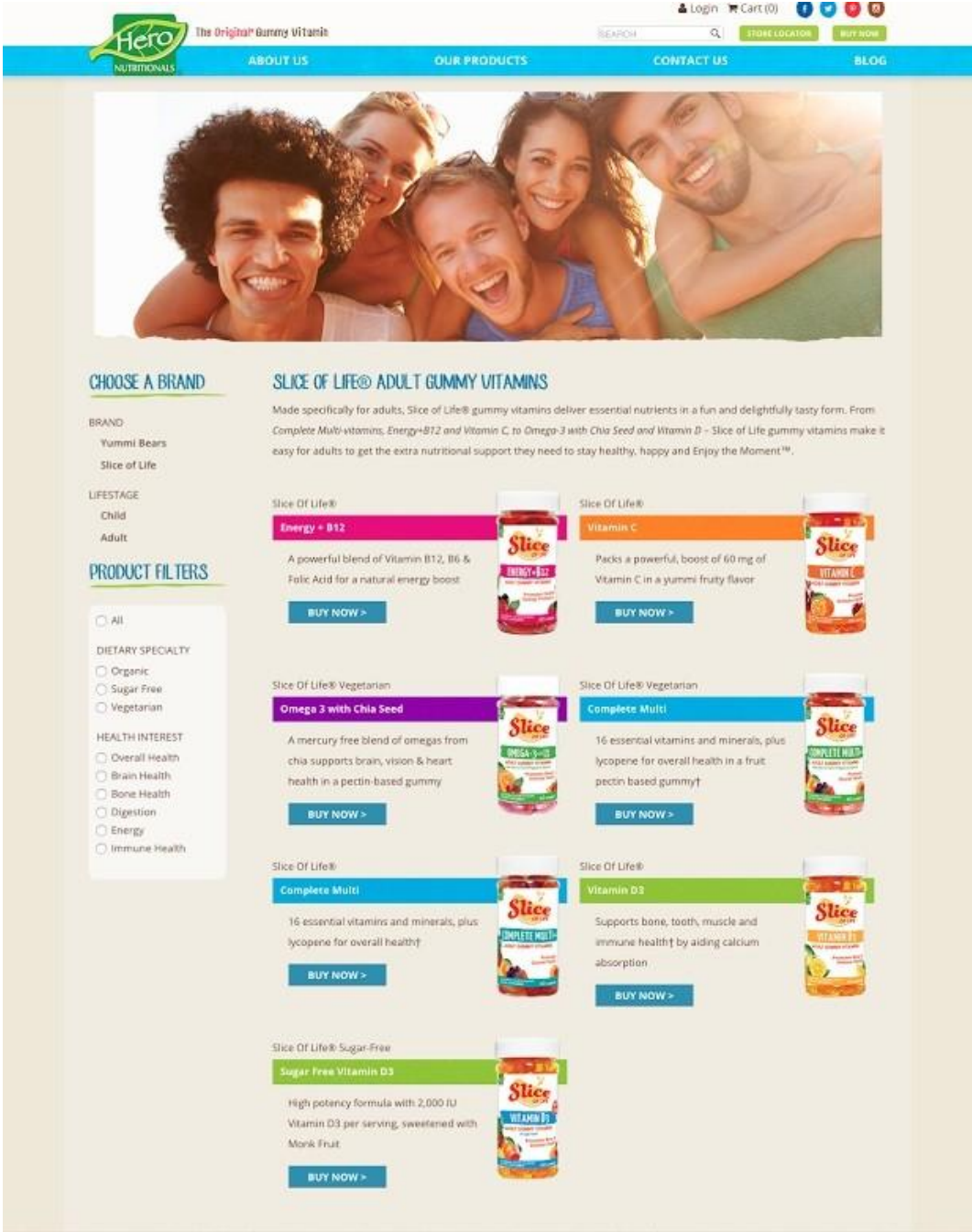


Instructions: You will have 5 seconds to retain as much information about this business as possible.

Question:

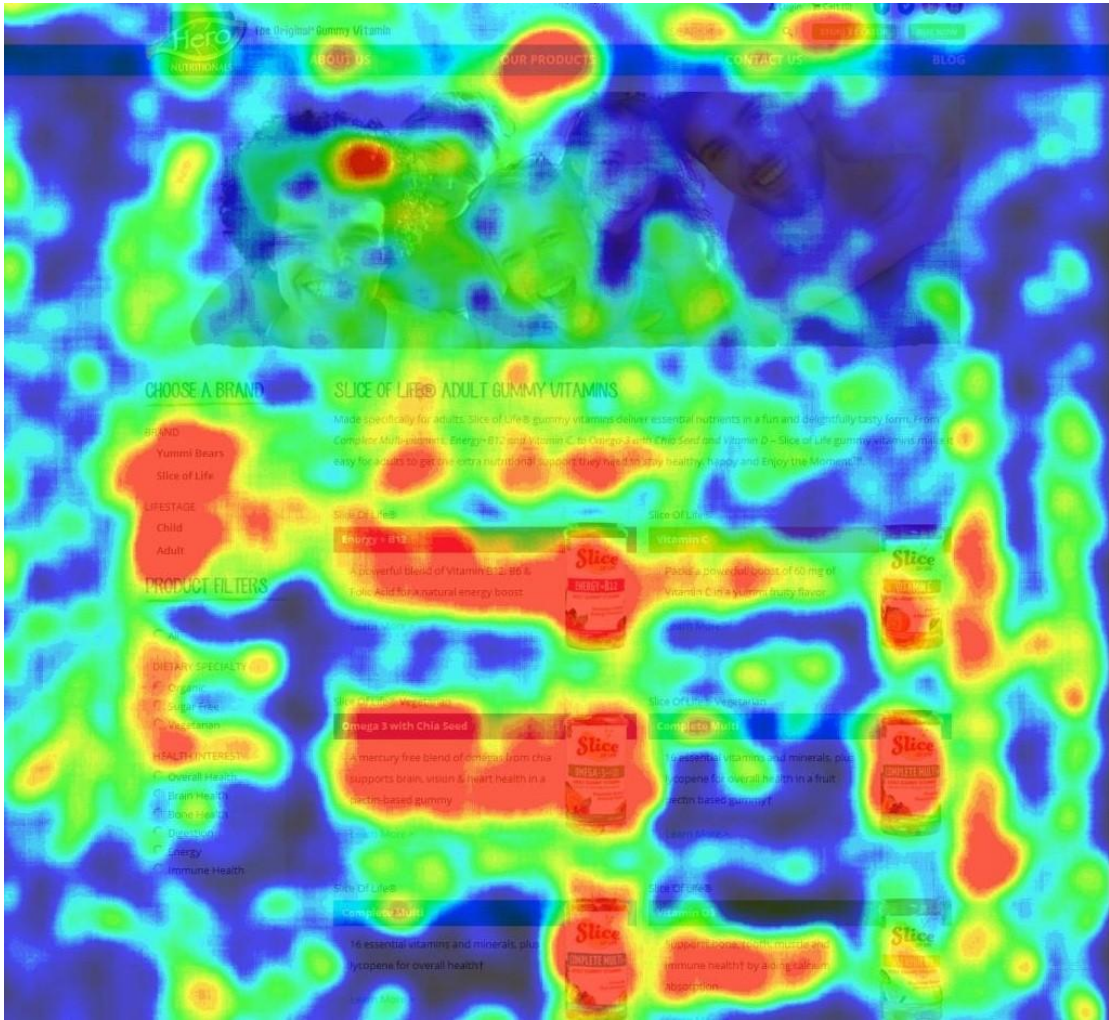
What product or service do you think this company sells?

A/B Split Testing

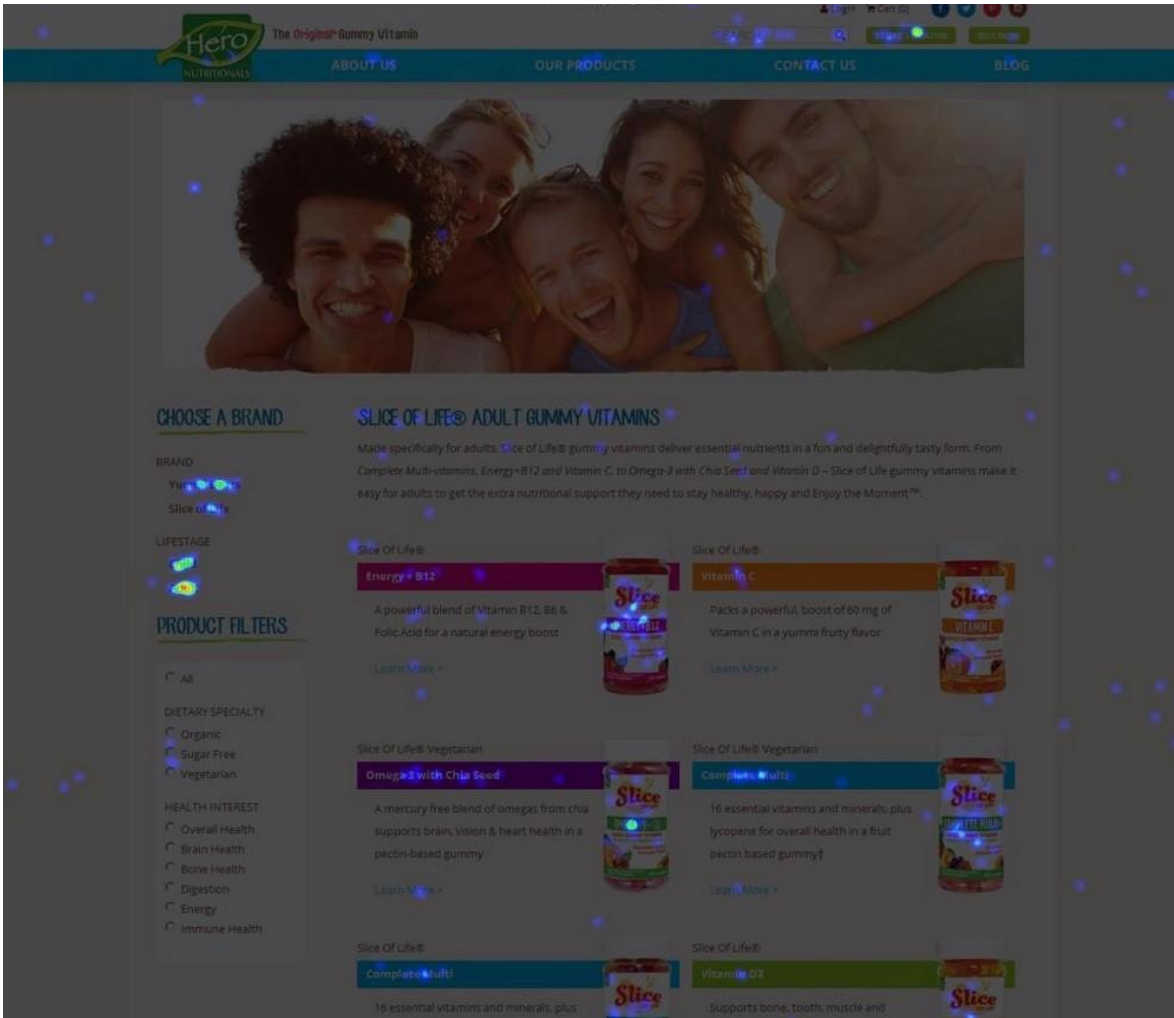


WINNER

Heat Mapping



Mouse Movement

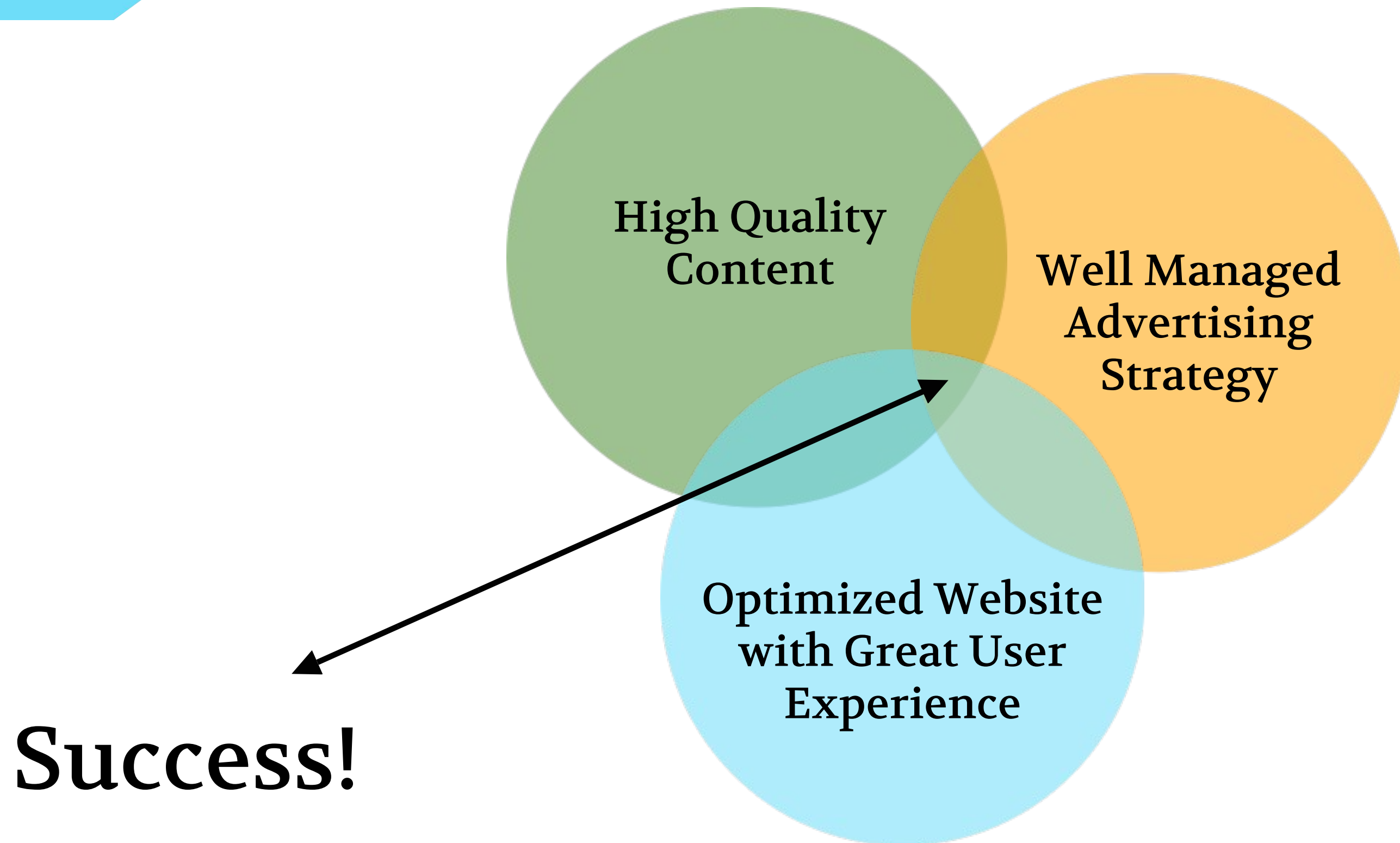


Actual Clicks

Amplification & Exposure

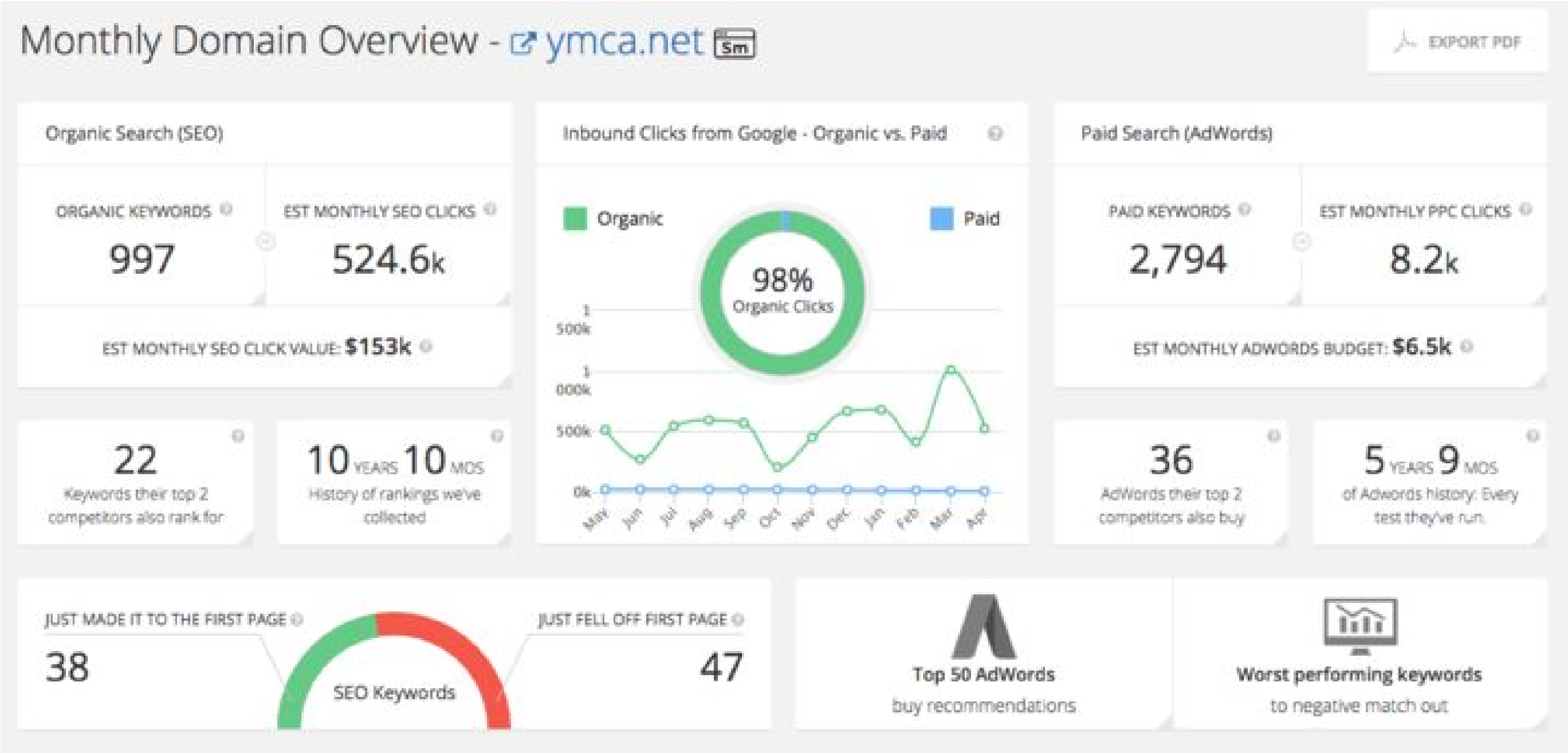
Developing creative strategies to get people to share your content

Advertising & Outreach

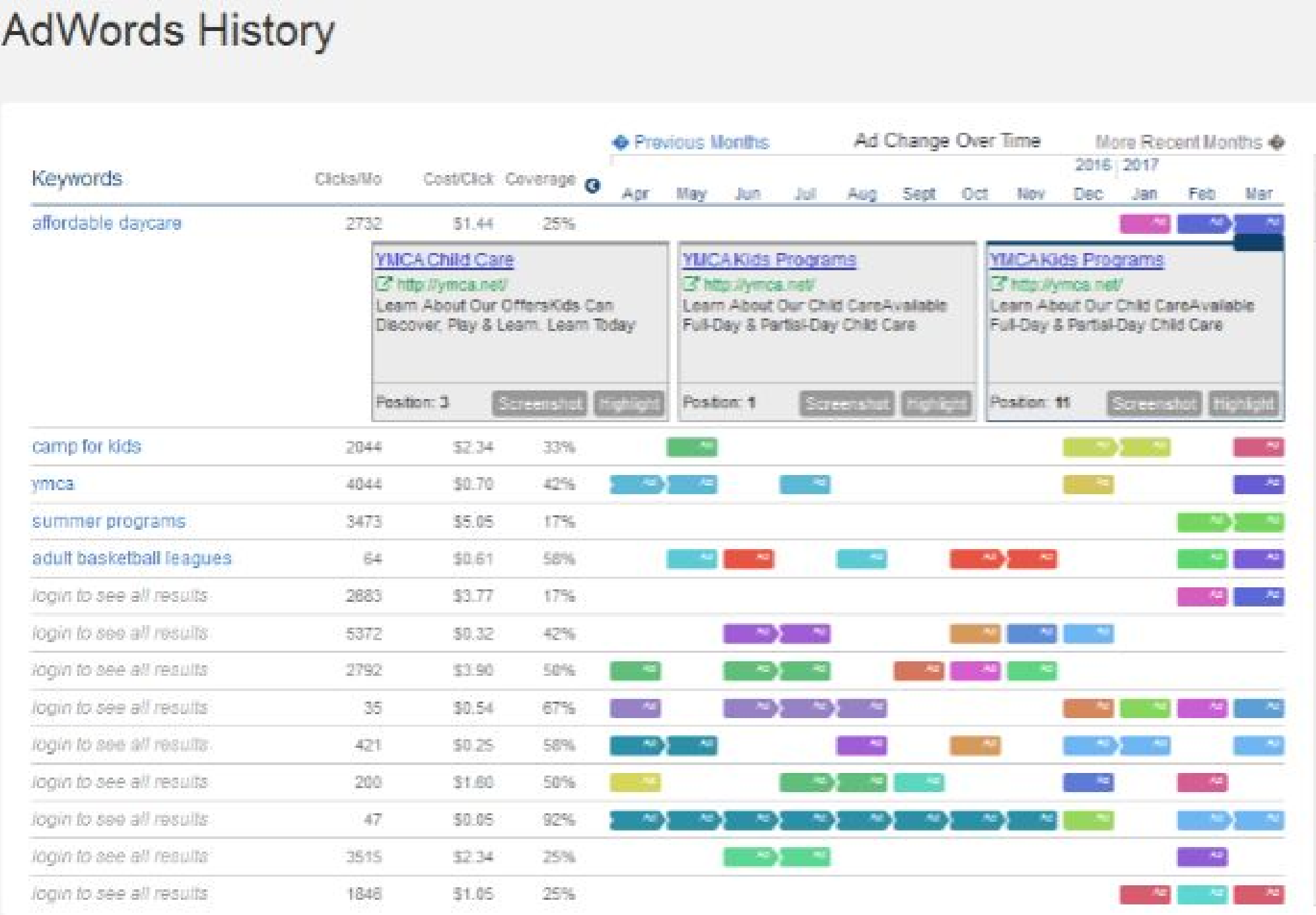


Success!

PPC & AdWords - SpyFu

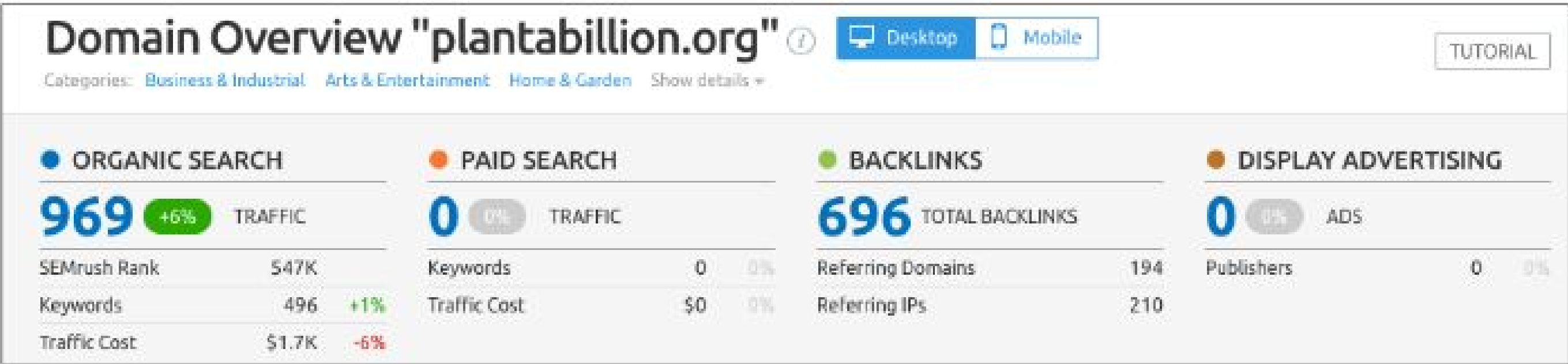
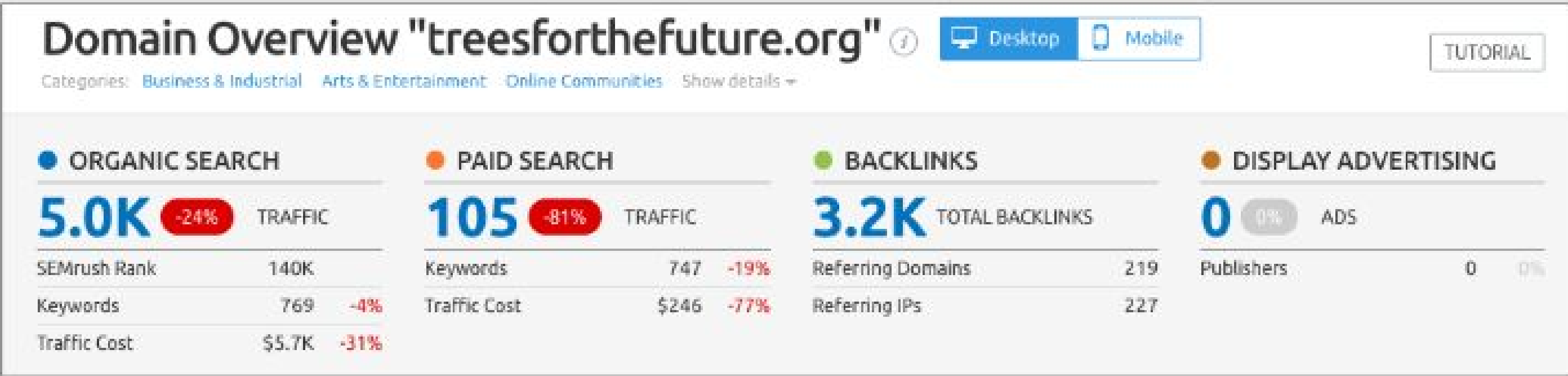


PPC & AdWords - SpyFu



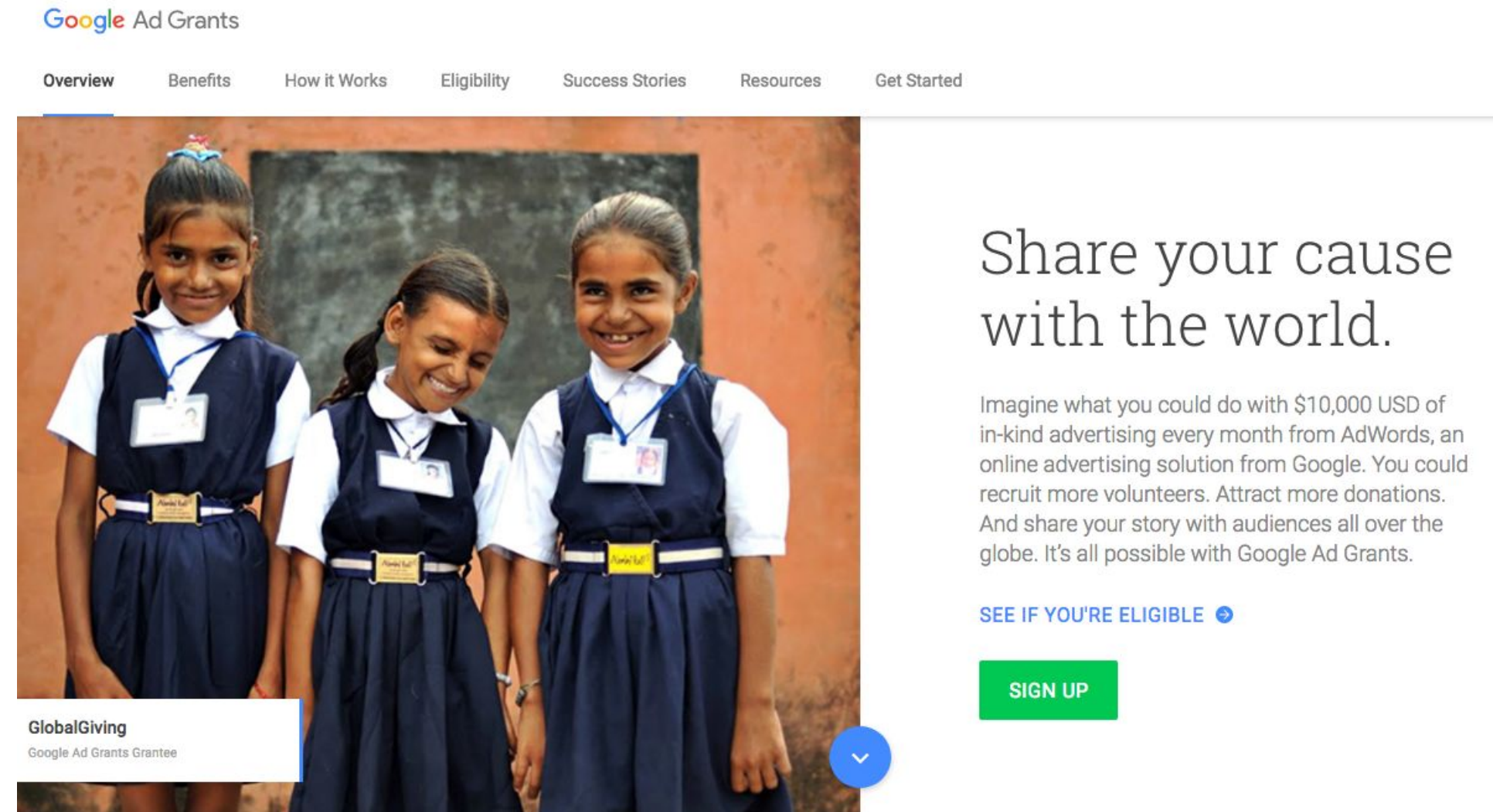
Paid Keywords	Cost Per Click	Monthly Cost
childcare	\$1.80	\$510.30
children day care	\$6.24	\$47.40
summer programs	\$5.05	\$50.10
fitness classes	\$2.34	\$15.00
affordable child care	\$3.77	\$51.60

Backlink Analysis - SEMRush



Google Grants

- Google Ad Grants work just like Google AdWords online advertising, by displaying your message to people who are searching for non-profits like yours.
- If you're a qualifying non-profit, you'll receive \$10,000 in in-kind AdWords advertising every month.



The screenshot shows the Google Ad Grants homepage. At the top is the Google Ad Grants logo and a navigation menu with links: Overview, Benefits, How it Works, Eligibility, Success Stories, Resources, and Get Started. The main banner features a photograph of three young girls in school uniforms. Below the photo, the text reads 'GlobalGiving' and 'Google Ad Grants Grantee'. To the right of the image, the headline says 'Share your cause with the world.' followed by a paragraph: 'Imagine what you could do with \$10,000 USD of in-kind advertising every month from AdWords, an online advertising solution from Google. You could recruit more volunteers. Attract more donations. And share your story with audiences all over the globe. It's all possible with Google Ad Grants.' Below this is a link 'SEE IF YOU'RE ELIGIBLE' with a right arrow icon, and a green 'SIGN UP' button.

Google Grants

ELIGIBILITY

Here's how to qualify for Google Ad Grants.

Google Ad Grants is part of the Google for Nonprofits program. To qualify for Google Ad Grants, your organization must:

- Begin by applying to [Google for Nonprofits](#).
- Hold valid charity status. Please see the [Google For Nonprofits](#) site for definitions of charity status in your country.
- Acknowledge and agree to Google's required certifications regarding nondiscrimination and donation receipt and use.
- Have a live website with substantial content.

Governmental entities and organizations, hospitals and medical groups, schools, childcare centers, academic institutions and universities are not eligible for Google Ad Grants, but philanthropic arms of educational institutions are eligible.

Is your nonprofit eligible for Google for Nonprofits?

To be eligible for the Google for Nonprofits program, organizations must be nonprofit charitable organizations in good standing in their country. All organizations must be registered with the local TechSoup partner and be validated as a nonprofit organization.

While philanthropic arms of educational organizations are eligible for Google for Nonprofits, schools, childcare centers, academic institutions, and universities are not eligible for Google for Nonprofits and should visit [Google for Education](#) instead.

In addition, the following organizations are NOT eligible for Google for Nonprofits:

- Governmental entities and organizations.
- Hospitals and healthcare organizations.

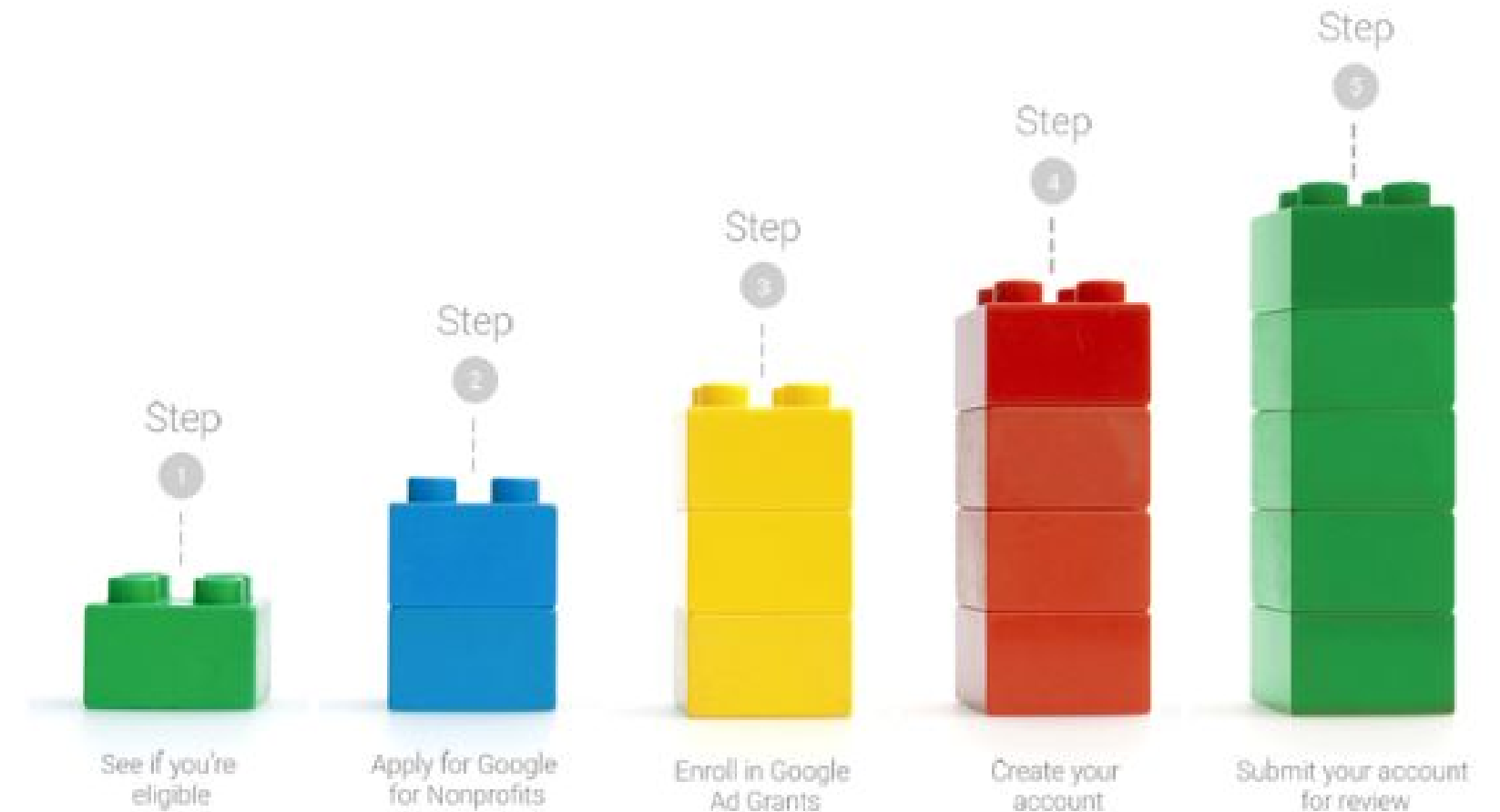
Google Grants

Let's do this.

We'll walk you through the steps required to set up your Google Ad Grants account and start advertising.

GET STARTED

Need help getting started?
Visit the [Ad Grants Help Center](#).



[Google.com/Grants/How-to-Apply](https://www.google.com/Grants/How-to-Apply)

Let's Talk Social

Social Media

- Instagram = Branding
- Facebook = Virality
- Twitter = Context
- Snapchat = StoryTelling
- YouTube = Search
- LiveStreaming = Connection



Suggested Post

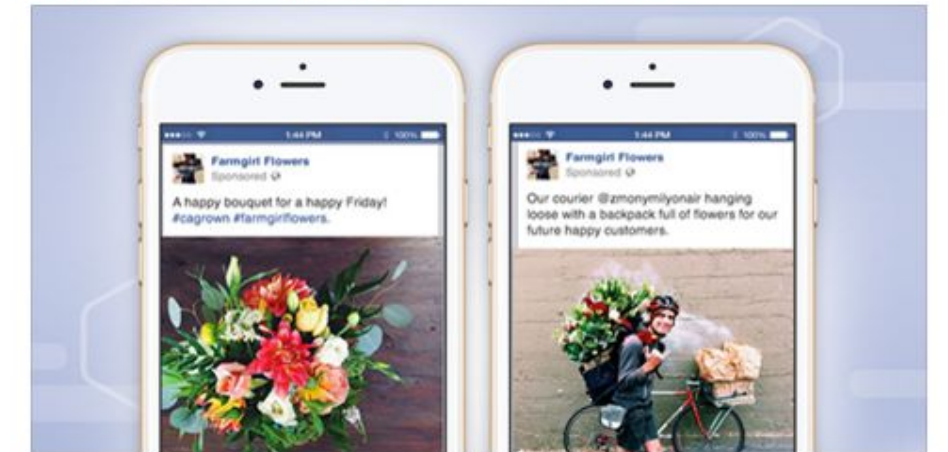


Facebook Business

Sponsored · 🌐

Like Page

Get inspired by real ads from businesses like yours, and learn how to improve your ads to drive more customers to your store.



Effective Ads in 3 Steps

See real Facebook Ads from businesses like yours

FACEBOOK.COM/BUSINESS

Learn More



lovesuja

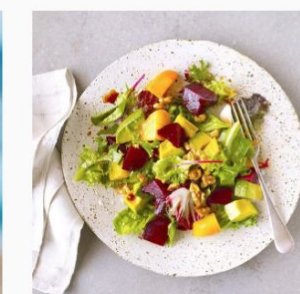
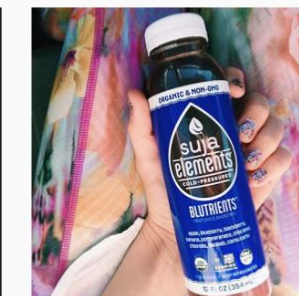
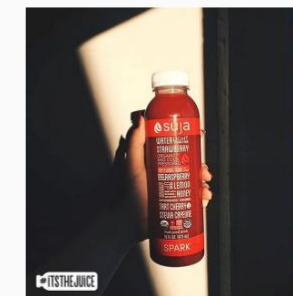
Following

Suja Juice We believe best-quality juice (cold-pressed, always organic, never GMO) is a grocery not a luxury. Share your Suja love with us using #itsthejuice like2b.uy/lovesuja

1,356 posts

121k followers

7,279 following



I don't have a Facebook
or a Twitter account,
so I just go around
announcing out loud what
I'm doing at random times..
I've got 3 followers so far,
but I think 2 are cops

som**ee**cards
user card



Facebook Ad Targeting

CAMPAIGN

Objective

AD SET

Audience
Budget & Schedule

AD

Media
Text and Links

Enter URL to promote posts

Promote your Page

Send people to your website

Increase conversions on your website

Get installs of your app

Increase engagement in your app

Reach people near your business

Raise attendance at your event

Get people to claim your offer

Get video views

Website Conversions

Send people to your website to take a specific action, like signing up for a newsletter. Use a pixel to measure your conversions.

http://heronutritionals.com/blog/the-big-health

Choose a conversion event

View Content

Pixel: Hero Nutritionals Facebook Pixel

Search

Pixel: Hero Nutritionals Facebook Pixel

Add To Cart

Pixel: Hero Nutritionals Facebook Pixel

Add To Wishlist

Create an Ad Set (Targeting)

CAMPAIGN

Objective

✓

AD SET

Audience

Budget & Schedule

AD

Media

Text and Links

AD SET: Define your audience, budget and schedule

Help

NEW AUDIENCE ▼

Custom Audiences ⓘ

Lookalike

Lookalike (US, 1%) - People who like Hero Nutritional Products

Choose a Custom Audience

Browse

Create New Custom Audience...

Locations ⓘ

Everyone in this location ▼

United States

United States

Include ▼

Add a country, state/province, city, ZIP, DMA or address

Add Bulk Locations...

Age ⓘ

18 ▼

-

65+ ▼

Gender ⓘ

All

Men

Women

Languages ⓘ

Enter a language...

Audience Definition

Specific

Broad

Your audience is defined.

Audience Details:

Custom Audience:

- Lookalike (US, 1%) - People who like Hero Nutritional Products

Location:

- United States

Age:

- 18 - 65+

Potential Reach: 1,800,000 people

Create an Ad Set (Targeting)

CAMPAIGN

Objective ✓

AD SET

Audience ✓

Budget & Schedule ✓

AD

Media ✓

Text and Links ✓

AD SET: Define your audience, budget and schedule

Interests ⓘ Search interests | Suggestions Browse

Behaviors ⓘ Search behaviors Browse

More Categories ⓘ Choose a category Browse

Connections ⓘ Add a connection type ▼

☐ Save this audience

How much do you want to spend?

Budget ⓘ Daily Budget ▼ \$20.00
\$20.00 USD

Schedule ⓘ
☒ Run my ad set continuously starting today
☐ Set a start and end date

Audience Definition

SpecificBroad

Your audience is defined.

Audience Details:

▪ Custom Audience:

- Lookalike (US, 1%) - People who like Hero Nutritional Products

▪ Location:

- United States

▪ Age:

- 18 - 65+

Potential Reach: 1,800,000 people

Estimated Daily Reach

3,400 - 9,100 people on Facebook

0of 1,500,000 ⓘ

940 - 2,500 people on Instagram

0of 130,000 ⓘ

Implement Ad Creative

CAMPAIGN

Objective

✓

AD SET

Audience

✓

Budget & Schedule

✓

AD

Media

Text and Links

Close Without Saving

AD: Select media, text and links to create one or multiple ads

Help

Connect Facebook Page

Choose a Facebook Page to represent your business in News Feed. Your ad will link to your site, but it will show as coming from your Facebook Page.

Hero Nutritional Products

+

or [Turn Off News Feed Ads](#)

Instagram Account

heronutritional

or [Remove Instagram as a placement](#)

Headline ⓘ

The Big Health Benefits

Text ⓘ

Omega-3 fatty acids provide numerous health benefits, including warding off joint pain.

Call-to-Action Button ⓘ

Learn More ▾

Ad Preview

1 of 1

✓ Desktop News Feed

Remove

✓ Mobile News Feed

Remove

✓ Desktop Right Column

Remove

✓ Audience Network ⓘ

Remove

✓ Instagram New

Remove

Facebook Ad Examples

**Carmel Mountain Preschool**
Sponsored · ✖

Like Page

Do you love cooking and creating healthy, organic food? Carmel Mountain Preschool is looking for a cook like you to join our school in San Diego!



CMP is Hiring an Organic Cook

CMP is looking for an organic cook to join our fun and passionate team in San Diego! If you're a cook who believes in nurturing the brain and body through organic, satisfying food, we'd love to hear from you!

CARMELMOUNTAINPRESCHOOL.COM

Learn More

**Carmel Mountain Preschool**
Sponsored · ✖

Like Page

Calling all teachers, CMP is hiring! We're looking for passionate, inspiring and fun teachers to join our great team in San Diego.



Open Teacher Positions at CMP

Carmel Mountain Preschool is an amazing place to work in San Diego and we pride ourselves on having a passionate and motivated staff that truly enjoys teaching. See all the benefits as well as the open teacher positions here!

CARMELMOUNTAINPRESCHOOL.COM

Learn More

Facebook Advertising - Key Points

- Choose a purposeful objective (conversions, traffic engagement, etc.)
- Use the Facebook Pixel (tracking, remarketing)
- Target hot leads: Current email lists, people who have liked your page, lookalike audiences
- Ensure that your creative focuses on solving a problem and engaging your viewer

Facebook Advertising - Key Points

- Clarify your goals prior to beginning a campaign
- There is no budget too small to start
- Be specific when targeting
- Industry standards may not apply
- Regularly alter creative (copy, image, CTA) and targeting to determine what works and continue to test

Tools

Measuring the success of your content and SEO strategy

Google for Education



Classroom



Gmail



Drive



Calendar



Docs



Sheets



Slides



Sites

- Free access to G Suite for Education and Classroom
- Productivity Tools to engage with students

Keyword Research Tools

BuzzSumo to research popular topics (also great for influencer outreach).

Twitter Advanced Search and Twitter Chats to see what people are searching for and talking about on social media.

Soovle to get real time results of top keyword phrases for your specific topics (across multiple search engines).

Google's search bar to help inform blog writing and keyword planning. Don't forget to use advanced queries!

Keyword Planner to plan your search network campaigns, get performance insights and see keyword ideas.

KeywordTool.io to obtain an alphabetical list of related search terms continuing your target keyword to be easily exported.

SEMrush for keyword research and planning (search volume, competitiveness, etc).

Moz for keyword research and planning (search volume, competitiveness, etc).

Similar Web gives you terms and phrases that are sending traffic to a specific site (competitor's site, for example).

Testing and Optimizing Tools

SiteMetrics a browser plugin used to determine if title tags, meta descriptions, etc, are in order.

Lucky Orange records user behavior, creates heat maps etc. Bonus: It also features live chat functionality.

Better Analytics Wordpress plugin that's great for A/B split testing.

PlaceIt allows you to see what your web pages look like across different devices.

Usability Hub is home to the 5-Second Test, which serves as a focus group to critique your site's branding, design, messaging and more.

Google Analytics track referral traffic and blog performance.

Google Consumer Surveys lets you choose a target audience and ask specific questions for as little as \$.03/survey.

Facebook Insights and **Ad Performance Analytics** are valuable ways to measure the effectiveness of Facebook campaigns.



Bonus Tools

Google for Education Productivity tools to engage with students

Visit: [Eduproducts.withgoogle.com](https://eduproducts.withgoogle.com)

SproutSocial is a user-friendly platform that allows you to schedule, post and report on social activities.
If you want a discounted trial, let us know!

An evolving list of Tools & Resources Organik SEO houses a list that details information about some of our favorite digital marketing tools and resources for digital agencies.

Updated regularly: <http://bit.ly/toolswelove>

Q & A



Contact Us



Julien@OrganikSEO.com



858-345-2569



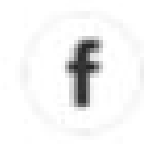
Organik SEO



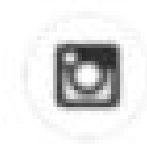
Organik SEO



@OrganikSEO



@OrganikSEO



@OrganikSEO

Name:



Age:
Occupation:
Employer:
Relationship Status:
Education:
Location:
Salary:

Personality:
Personality Traits:
Hobbies:

Photo

"I'm looking for..."

DECISION DRIVERS

- News consumption:
- Budget:
-
-

MOTIVATIONS

-
-
-
-

NEEDS

-
-
-
-

FRUSTRATIONS

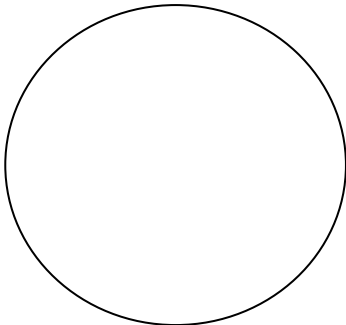
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TECH



- > Uses [Apple/Window] Products
- >

SOCIAL CHANNEL USE

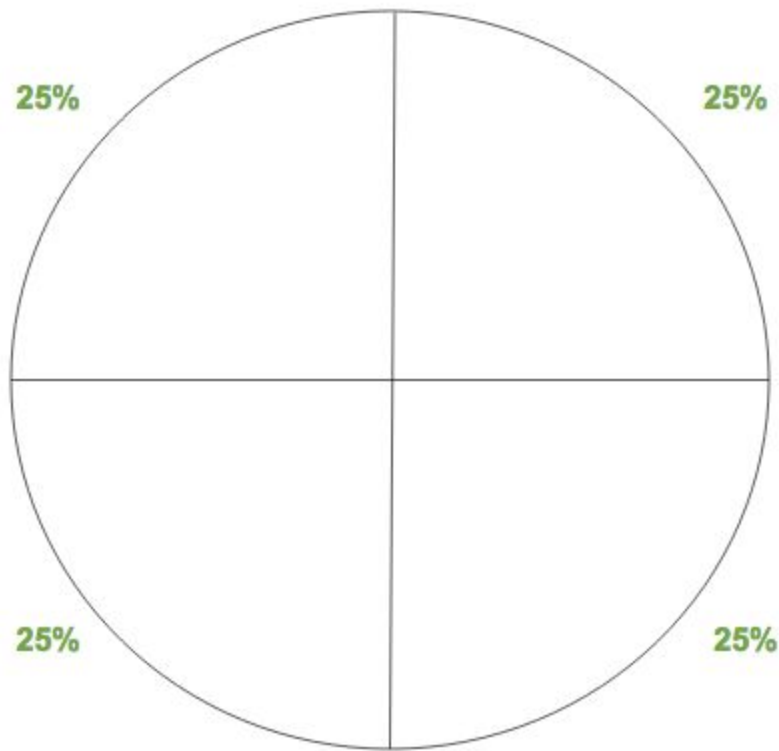


TECH SAVVY





Marketing Pillars



Pillar	Pillar Focus
1.	
2.	
3.	
4.	



Organik SEO Marketing Pillars

The goal of the following marketing pillars is to evenly distribute digital marketing content to target our desired audiences and achieve the primary marketing goals of:

-
-
-

The tone for all four pillars is always that of

Pillar 1:

This pillar focuses on:

Content Includes:

-
-
-

Pillar 2:

This pillar focuses on:

Content Includes:

-
-
-

Pillar 3:

This pillar focuses on:

Content Includes:

-
-
-

Pillar 4:

This pillar focuses on:

Content Includes:

-
-
-